



## STAFF REPORT

**TO:** Chairman and Board Members  
**FROM:** Mark Foree, General Manager  
**DATE:** June 8 2015  
**SUBJECT:** **General Manager's Report**

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Attached please find the written reports from the Management team including the Operations Report (*Attachment A*), the Customer Services Report (*Attachment B*), the Web Usage and Social Media Report (*Attachment C*), and the Water Resource and the Annexation Activity Report (*Attachment D*).

Also included in your agenda packet are press clippings from May 14, 2015 through June 11, 2015. Also, a *Tell the Board* submission from a customer is attached regarding observed water waste in the community.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**BY:** Bill Hauck, Sr. Hydrologist  
**DATE:** June 5, 2015  
**SUBJECT:** **Operations Report for June 2015 Board Meeting**

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### (A) Water Supply

**Truckee River Flows** - Truckee River flows are significantly below normal at 180 cubic feet per second (cfs) at the time of this report. Floriston Rates (the required rate of flow at the CA/NV state line) have not been met since April 17<sup>th</sup>. Normal flow is 500 cfs this time of the year.

**Reservoir Storage** - The elevation of Lake Tahoe is 6222.95 feet. This is 0.05 feet below the invert of the outlet channel (6223.00 feet). Storage is -6,065 acre-feet (AF) and releases are not possible from the lake into the Truckee River. Boca Reservoir has approximately 5,300 AF of water in storage, and is currently at 13% of capacity. Donner Lake storage is 6,900 acre-feet, and is 73% of capacity. Independence Lake is at 94% capacity with 16,500 AF in storage. Prosser Reservoir storage is currently 7,900 AF which is 26% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently at 38,600 AF which is 17% of its maximum capacity of 226,000 acre-feet.

**River Flow** - The required rate of flow at the CA/NV state line this time of the year is 500 cfs. These required flows are not being met. On April 17<sup>th</sup>, the reservoir storage used to help make those rates of flow had become completely exhausted. The spring runoff season came early this year, peaking in March and ending in May. Significant rainfall during the month of May has kept the river flowing higher than was projected. Once the rainy weather ceases, river flows are projected to fall off quickly.

**Outlook** – The regional water supply outlook has improved lately because of the significant rainfall we have experienced. This has kept customer demands down and given a temporary boost to our water supply by keeping river flows up. Despite this temporary reprieve, the outlook for this summer is still not very good. Four exceptionally dry years in a row have taken a toll on the region's upstream reservoir storage and river flows. We expect to begin bringing production wells on-line within the next couple of weeks and begin releasing privately-owned upstream drought reserves in order to keep the water treatment plants on-line and meet the

demands of our water customers. TMWA does once again go into the summer of 2015 in good shape from a drought supply perspective. TMWA currently has in excess of 26,000 acre-feet of upstream drought reserves in place (roughly the same amount we had in storage last year) and our groundwater reserves are in good shape as we head into our peak summer demand season after six months of recharge efforts. At the time of this report there was still enough water in the river for TMWA to continue operating its water treatment plants normally.

### **(B) Water Production**

**Demand** - Customer demand averaged 73 million gallons per day (MGD) for the last week of May. These are below normal figures for this time of the year. A rainy month combined with TMWA's call for 10% conservation has kept our customer demand down. The source of supply being used to meet customer demand in the Truckee River Resource Area (TRA) is surface water coming from the Chalk Bluff and Glendale water treatment plants. Customers in TMWA's Non-Truckee River Resource Area are being supplied water by production wells located within each respective pumping zone.

### **(C) Hydro Production**

**Generation** – Average Truckee River flow at Farad (CA/NV state line) for the month of May was 304 cubic feet per second (cfs). Normal flows in May are typically in excess of 500 cubic feet per second (CFS). By April 17<sup>th</sup>, the required rate of flow at the CA/NV state line could no longer be met due to insufficient upstream reservoir storage. TMWA's generation has been negatively impacted as a result. A total of 2,119 megawatt hours (Mwh) were able to be generated despite significantly below average river flows. Revenue from TMWA's three power plants totaled \$148,701 for the month, or an average of \$4,797/day. Generation at the Fleish plant averaged \$2,728/day. Generation at the Verdi plant averaged \$1,493/day, and generation at the Washoe plant averaged \$576/day. The outlook for hydro generation is not good. There is no upstream reservoir storage left to support Truckee River flows, which are receding daily. The Washoe plant is off-line due to insufficient flows, and the other two plants will likely have to be shut down within the next week or so. It is projected that TMWA's plants will stay off-line for the remainder of 2015 and into 2016 due to insufficient river flows.



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Kim Mazeres, Customer Relations Director  
**DATE:** June 8, 2015  
**SUBJECT:** **Customer Service Report**

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The following is a summary of Customer Service activity since the May Board meeting.

### **Ombudsman**

There were five (5) calls to the Ombudsman in May. They were: a former Washoe County customer who did not realize we had taken over service, so he was paying Washoe County but receiving termination notices from us; a customer reporting water waste, which was referred to our Conservation Department for follow-up; a customer who wanted to put service in her name, who was referred to the Call Center; a customer who had been turned off for non-payment multiple times due to non-payment and returned payments, who ultimately paid the amount owing; and, a customer reporting a broken meter led, which was replaced.

### **Communications**

Attached is a complete report regarding current drought communications activities, as well as the website / social media report for calendar year-to-date.

Since the May Board meeting there were numerous media articles including: multiple articles on water supply, drought and ways to conserve water; several letters to the editor on drought and flat-rate billing; the North Valleys Integration Project; and, TMWA's recent credit rating review resulting in money saved during debt refinancing.

Customer outreach included:

- A Tree Care Workshop sponsored by TMWA attended by 35 customers.
- A Sprinkler System Maintenance Workshop sponsored by TMWA attended by 22 customers.
- A presentation given by Mark Foree to 40 members of Nevada Business Connections on development, water supply and drought.
- A presentation given by John Erwin to the Washoe County Commission on water supply and drought.

- A presentation given by Bill Hauck to 30 members of the Lions Club on drought and conservation.
- A presentation given by several Water Quality staff members given to 150 Mendive Middle School students on water science.
- A presentation given by Necie Schlesener to 20 members of the Garden Shop Garden Club on water issues and conservation.
- A presentation given by Andy Gebhardt to 17 people from RBC Wealth Management on water conservation and drought.
- A tour of the Chalk Bluff Water Treatment Plant given to 48 students from Spanish Springs High School's AP Environmental classes.

### **Conservation**

Approximately 825 water waste complaints were responded to during the month of May. The ten cars used by Conservation Consultants and Auditors have been “wrapped” with the conservation message – serving as traveling billboards. There have been a total of 121 watering variances year-to-date, with 44 currently active – 24 in Reno, 10 in Sparks and 10 in Washoe County.

### **Customer Calls – May**

- 8,950 phone calls handled
- Average handling time of 4 minutes, 26 seconds a call
- Average speed of answer – 27 seconds

### **Billing – May**

- 121,595 bills issued
- 209 (.2%) corrected bills
- 9,025 customers (7.5%) signed up for paperless billing

### **Service Orders – May**

- 7,136 service orders taken
- 4,159 (58%) move-ins / move-outs
- 689 (10%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 673 (9%) new meter sets and meter/register/ERT exchanges and equipment checks
- 399 (6%) re-read meters
- 348 (5%) zero consumption meter checks
- 324 (5%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 196 (3%) high-bill complaints / audit and water usage review requests
- 68 (1%) various collection actions, including hanging 48-hour notices for elderly and disabled customers, returned mail and/or unpaid deposits, and handling of additional deposits

- 42 (1%) meter retrofit, including billing and non-billing meter sets, requests to go to the metered rate and mandatory conversions to the metered rate for new tenants

**Remittance – May**

- 34,073 mailed-in payments
- 25,714 electronic payments
- 20,226 payments via RapidPay (EFT)
- 13,294 one-time bank account payments
- 3,991 store payments
- 5,703 credit card payments
- 2,402 payments via drop box or at front desk

**Collections – May**

- 16,010 accounts received a late charge
- Mailed 8,211 10-day delinquent notices, 6.8% of accounts 120,216
- Mailed 1,128 48-hour delinquent notices, 0.9% of accounts
- 118 accounts eligible for disconnect
- 129 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks)
- 0.09% write-off to revenue

**New business / New Construction – April**

- 110 active jobs currently in process
- Nearly \$315,000 in new business fees/facility charges collected

**Meter Statistics – Fiscal Year to Date**

- 4 meter retrofits completed
- 263 meters yet to be installed on flat-rate accounts, including some premises that ultimately may not be able to be retrofit
- 351 meter exchanges completed
- 1,060 new business meter sets completed
- 119,490 meters installed (billing and non-billing)
- 4,356 total non-billing meters currently installed



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Kim Mazeres, Director of Customer Relations  
**FROM:** Robert Charpentier, Communications Specialist  
Marlene Olsen, GoodStanding  
**DATE:** June 2, 2015  
**SUBJECT:** **2015 Drought Communication Plan Timeline Update**

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### INTRODUCTION

The Drought Communications Plan was approved by the TMWA Board of Directors at its March meeting. The Timeline below was included. Attached is the status of each project and completed items. **Those in red** include an attached sample.

### **Tactics, Tools and Timeline**

The attached tactics and tools carry the message to the target audiences, the “blueprint” for the plan.

**Month of May**

Main communications:

Advertising Starts:	May 21-26 for TV, radio, print digital
TV Weather Segment Sponsorships Starts (featuring watering days and 10% message)	May 22
Conservation buckets distributed to Cumulus Radio stations for call-in conservation tips	Completed
Your Turn Column for RGJ—timed with when we are using drought reserves	Moved to June
Microsite Website Launched: tmwa.com/save, 10 Easy Ways to Save 10%	Completed
Press Release: TMWA’s Drought Projects & Infrastructure roundup for Nevada Water Environment Assoc.	Completed
Workshop Release: Tree Care (Plant Tour also featured drought talk)	Completed covered by KTVN
Respond to media inquiries, desk sides, interviews Including hour-long radio show for six stations, half hour show on KRNV, Public Records Requests: RGJ and ThisIsReno	Fielded 35 (thirty five) requests for info & interviews—in clips report
Conservation staff trained and ready for patrolling and water audits. Staffing total is 10 positions, increased by 5 positions over 2014. Door hangar information packets prepared with educational materials.	Distributed: door hangar packets-441 and visit cards-431
Vehicle Wraps installed on Conservation Consultant vehicles-10	Completed
Presentations to community organizations:	10 Completed
Restaurant tabletop tent cards: distributing to requests and tracking restaurants as we hear that they are participating. Posters requested from some restaurants to place on walls, instead of tables	Two news reports filed: KTVN & KOLO, Over 25 restaurants tracked
Mirror stickers for restroom mirrors-installed at Aces Stadium, distributed to Washoe County and Sparks	Completed
Frequently Asked Questions distributed to weather forecasters, anchors, and at presentations	Completed
Social Media updates	31 Facebook, 24 Twitter posts
Contact billboard owners to request space (NDOT, hotels, etc.)	In process

Supporting:

Bill Insert, featuring conservation heros	Completed
One-Panel Insert, focusing on 10% message	Completed
Envelope Backer – Save 10% message	Completed
Workshops on Tree Care and Water Quality	Total workshops two (2). Attendance for Tree Care: 35, Water Quality; 12
On Hold Messages	Completed
Board Meeting Update	Completed
TMWA employees – at all employee meetings and <i>from the source</i>	Completed



## **TMWA Advances Infrastructure Projects to Help Address Drought**

In response to the ongoing drought and whatever Mother Nature may have in store for the future, Truckee Meadows Water Authority (TMWA) is working on two significant water distribution system projects in the North Valleys and Arrowcreek/Mt. Rose areas, as well as expanding their Aquifer Recharge Program.

According to Scott Estes, TMWA's director of systems planning and engineering, the North Valleys Integration project involves construction of about 29,000 feet of 24-inch pipe on Lemmon Drive. This will allow 100 percent of the Fish Springs groundwater supply (currently 6,500 gallons per minute up to 8,000 acre-feet per year) to be available for use within the North Valleys areas. This groundwater supply can offset an equal amount of surface water from the Truckee River that is currently pumped up from the Truckee Meadows to the North Valley areas. This conjunctive management will help TMWA conserve additional upstream drought reserves, should the drought continue in to 2016. The \$17.8 million project is currently under design with construction scheduled to begin sometime in the late summer or fall of 2015 with an in-service date of June 1, 2016.

TMWA is also planning to construct water-system improvements to deliver up to 1,500 gallons per minute of off-peak water supply to allow existing groundwater wells in the Arrowcreek and ultimately the Mt. Rose water systems to rest during the winter months. These areas currently rely on groundwater wells for 100 percent of their water supply and the continuing drought situation has severely limited the amount of natural recharge to the local aquifers. Phase 1 of the proposed improvements consist of about 3,600 feet of 10-inch pipe on Zolezzi Lane along with two new booster pump stations to get the water up into the Arrowcreek system where it can be distributed to several areas. The \$2.8 million project is scheduled for construction in the summer of 2015 with a planned in-service date in November 2015 to allow passive recharge throughout the off-peak water season. Phase 2 of the project, to be constructed in 2016-2017, consists of an additional \$1.2 million of improvements to deliver some of the off-peak supply up into the Mt. Rose/Galena water system to provide a source for passive aquifer recharge in those areas.

TMWA has also been expanding the Aquifer Storage and Recovery Program (ASR). Groundwater supplies are enhanced and protected when TMWA pumps approximately eight million gallons a day of treated surface water *per day* through its wells into the aquifer for future drought use. This storage is in addition to the upstream drought reserves stored in reservoirs. The process occurs when water use in the community drops to one-fourth of the peak summer average usage and surface water is available in the winter and spring. The stored water can then be accessed during drought periods. According to Paul Miller, TMWA's manager of operations and water quality, TMWA lets ground water wells rest in the off-season and maximizes the use of surface water from the Truckee River.



Since the start of winter, TMWA has been reviewing all possible well sites in the TMWA system, which includes wells acquired through the recent consolidation with Washoe County's water utility. TMWA has currently identified over a dozen additional well sites that can be set up for recharge; and is working as quickly as possible to test, design, construct and implement recharge in those wells. "The more water we can store this time of year, the better. It's like money in the bank," Miller said.

ASR was established by TMWA to improve water quality and augment water resources. The program and the projects described above are also part of one of the primary goals of consolidation: to improve the management of the area's water resources through conjunctive use - minimizing groundwater pumping and maximizing use of surface water when it is available. Many other efforts are also underway to improve infrastructure and service to customers.



**Water-Saving Tip of the Week:**  
**Attend the Tree Care Workshop**

**WHAT:** Tree Care Workshop

**WHEN:** Wednesday, May 13 at 5:30 P.M.

**WHERE:** TMWA's offices located at 1355 Capital Blvd. in Reno

**COST?** Free to TMWA customers

**DETAILS:** Join TMWA's Conservation Staff and our certified arborist for our annual Tree Care Workshop. It's a great way to learn how to properly care for your trees and avoid common mistakes. In this dry year, helping your trees to prosper while using water-efficient, tree-care methods will be more important than ever. This event will provide participants with an opportunity to both learn and ask questions in a relaxed format.

**RSVP:** Space is limited and RSVPs are required. RSVP to [conservation@tmwa.com](mailto:conservation@tmwa.com) or call 834-8005.

For more information about water-efficient landscaping and conservation, please visit [www.tmwa.com/save](http://www.tmwa.com/save) and [www.tmwandscapeguide.com](http://www.tmwandscapeguide.com).



## TMWA Vehicle Wraps – Conservation Consultants Vehicles



# Wash fast! We're in a drought.

**Learn 10 ways to save 10% at [tmwa.com/save](http://tmwa.com/save)**

# Save some for the fish!

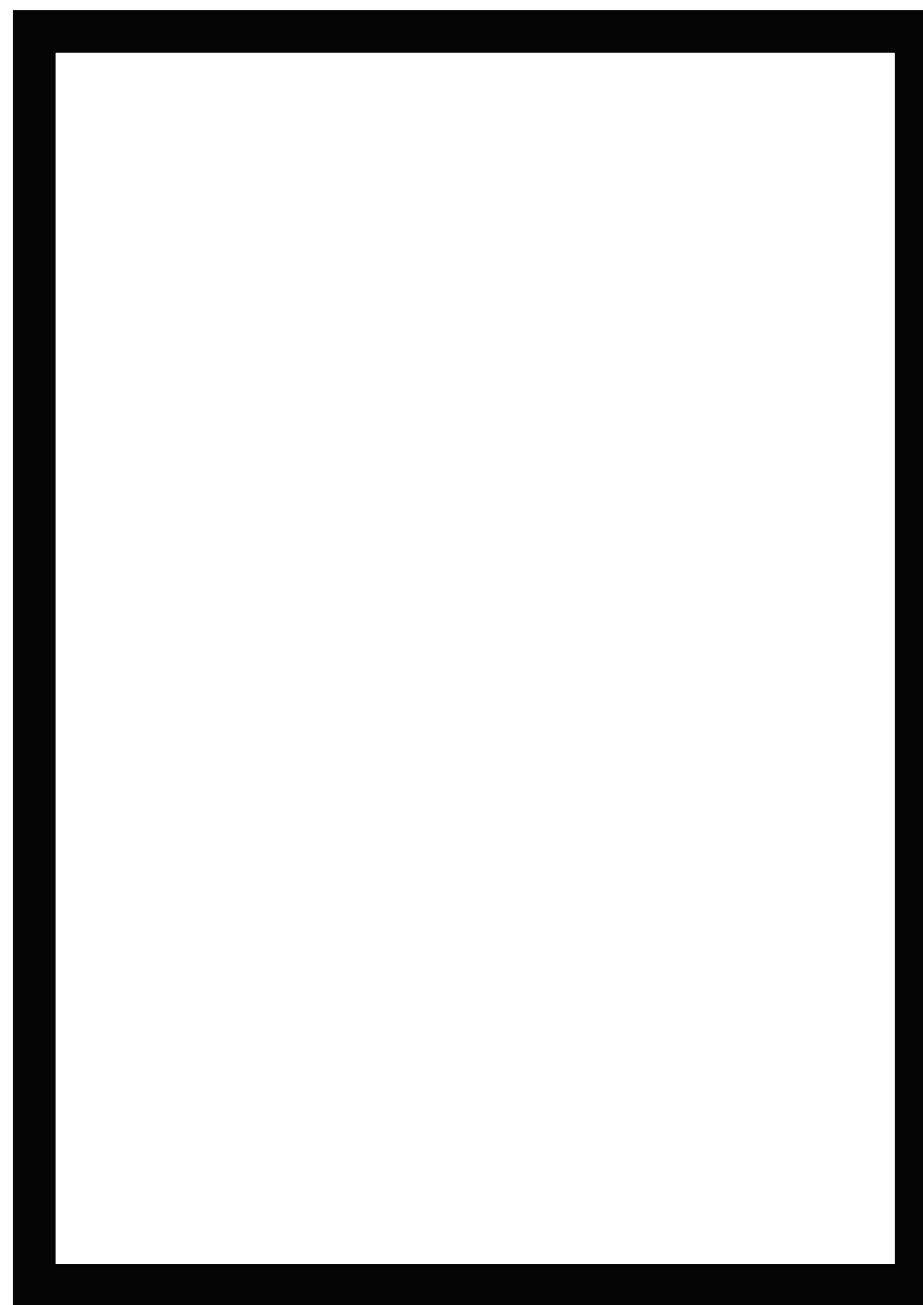
**Learn 10 ways to save 10% at [tmwa.com/save](http://tmwa.com/save)**

# Save 10%, wash nine fingers!

**Learn 10 ways to save 10% at [tmwa.com/save](http://tmwa.com/save)**

# Are you looking at a water saver?

Learn 10 ways to save 10% at [tmwa.com/save](http://tmwa.com/save)



2015  
JUNE

## IN THIS ISSUE

- Save At Least 10 Percent this Summer
- Turf Talk
- Restaurants Pitch In
- Board Seeks Input

## TURF TALK

In cooperation with University of Nevada Cooperative Extension and Nevada Landscape Association

➤ As we continue into our fourth year of drought, it's important that you prepare your turf for the dry summer ahead.

- **Raise your mower.**  
Longer grass promotes a more drought-resistant lawn, reduced evaporation and fewer weeds.
- **Step on it.**  
Step on your lawn. If the grass springs back, it doesn't need water.
- **Take a sprinkler break.**  
Grass really doesn't need to be bright green to survive in the summer.
- **Timing is everything.**  
Water in the early morning or late at night when the ground and air temperatures are cool, to beat the daytime evaporation.

Check here monthly for timely landscaping and watering tips.

### REMINDER:

## SAVE 10% AT YOUR HOME AND WORK PLACE

As the drought continues this summer, we are asking for *at least* a 10% reduction in water use – both indoors and outdoors – from all of our customers, including homes, businesses, homeowners associations and apartment complexes. The 10% savings is compared to your 2013 water usage. You can find your 2013 usage by logging into your online account at [www.tmwa.com](http://www.tmwa.com).

For 10 ways to save **10%**  
visit [tmwa.com/save](http://tmwa.com/save)

We are all in this together and there are lots of easy ways to save. The online guide – [tmwa.com/save](http://tmwa.com/save) – will guide you through your home and yard and offer the most convenient ways to save 10%. Whether it's getting your outside watering dialed in, fixing that leaky toilet or taking shorter showers, it all can add up to a lot of water. For instance, by reducing your shower time from 10 minutes to five, you can save 12.5 gallons – per day. Or, get a shut-off nozzle for your hose for outside use. Flow from a hose that is left unattended can waste 10 gallons per minute. It's easy. By going through this online guide and adjusting your water use, you'll be saving 10% in no time.

If we are all saving, what does that mean for the future of our water supply? Our planning and projections show a 10% reduction in water use will allow TMWA to save 5,000 acre feet of water in upstream reserves – that's over **1.6 billion gallons of water** (1,629,266,900 gallons). This will help us maintain a healthy reserve water supply for next year, should the drought continue. We all know that is great insurance to have!

## REPORTING WATER WASTE

We are serious about encouraging responsible water use and preventing waste for all customers. If you see water being wasted, please let us know by calling the conservation department at **834-8005**. Many customers, whether business or residential, simply do not realize they have a leak or broken sprinkler head. Those customers who waste water will be contacted, and, if the waste continues, they can be penalized on their water bill.

## CONSERVATION CHAMPIONS OUR LOCAL RESTAURANTS

Businesses are saving, too. In April, TMWA sent out tabletop tent-cards to area restaurants to help promote the conservation message. The cards are being placed on dining tables to raise awareness of responsible water use, as well as help restaurants conserve by not automatically serving water. This also reduces dishwashing.

We have received calls, e-mails and Facebook posts from our customers, letting us know about restaurants that are participating. At press time, we know of the following restaurants that are on board: Gold 'N Silver Inn, Miguel's Mexican Restaurant, Atlantis Casino Resort (all restaurants), Los Compadres Fine Mexican Food, BJ's Nevada Barbeque, Tamarack Junction Casino, Chili's Grill & Bar, Romano's Macaroni Grill, India Kabab & Curry, Si Amigos Mexican Restaurant, PJ & Company, Mariscos El Pescador, Baldini's Sports Casino, Nu Yalk Pizza, 4th Street Bistro, Oxbow Café & Bistro, Uncle Vinny's Pizza, Alderto's Fresh Mexican Food, and Peg's Glorified Ham & Eggs.

We know there must be more great restaurants out there displaying the cards. If you see one of our tent cards on a table at your favorite dining place, take out your cell phone camera, snap a picture and post it to our Facebook page.

Thanks to the restaurants helping out during the drought. **You are all conservation champions!**



## TMWA'S BOARD OF DIRECTORS AND STAFF SEEK YOUR INPUT

In order to better serve our customers, TMWA has many ways for you to provide comment. TMWA's Board of Directors and staff want to hear from you and know what is on your mind regarding your water service. We invite you to attend any of our public meetings, as there is public comment at the beginning and end of each of them. Here is how you can reach out and be heard, and be part of the process:

- Board Meetings – TMWA's Board of Directors typically meets on the third Wednesday of each month at 10 a.m. at the Sparks City Council Chambers, located at 745 Fourth St. in Sparks. Agendas are posted online at least five days in advance. View the full meeting schedule, agendas or past meeting minutes here: [tmwa.com/aboutus/meetingcenter](http://tmwa.com/aboutus/meetingcenter).
- Standing Advisory Committee – TMWA's Standing Advisory Committee (SAC) is an oversight group made up of individuals representing all TMWA customer categories. SAC reviews rate proposals, budgets and other items as requested by our Board of Directors. SAC meetings are held on the first Tuesday of the month at 3 p.m., at TMWA's main office, located at 1355 Capital Blvd. in Reno. All meetings are open to the public and are posted in the "Meeting Center" section at [tmwa.com/meetings](http://tmwa.com/meetings).
- Online at [tmwa.com](http://tmwa.com) – If you are unable to attend a public meeting but still wish to comment on a topic, you can do so by submitting your comment online at least one full week before the date of any meeting. Simply fill out the "Comments to the Board" form here: [tmwa.com/about\\_us/comments](http://tmwa.com/about_us/comments).

### WHERE TO CALL

- General Inquiries: . . . . . 834-8080
- Emergency Repair: . . . . . 834-8090
- Water Conservation: . . . . . 834-8005
- Water Quality: . . . . . 834-8118
- Water Rights: . . . . . 834-8029
- Ombudsman: . . . . . 848-0813



*Truckee Meadows Water Authority is a not-for-profit, community-owned water utility, overseen by elected officials and citizen appointees from Reno, Sparks and Washoe County.*

### HOLIDAYS & EVENTS

- Independence Day, TMWA Offices Closed  
July 4
- Standing Advisory Committee  
July 7 at 3 p.m.
- Board of Directors Meeting  
June 17 at 10 a.m.



Locations and details on all workshops and meetings are found here: [tmwa.com/news/events-calendar](http://tmwa.com/news/events-calendar)

30768-I-0055 June 2015

# Reduce your water use by at least 10%

In a normal year, rain and snow would help to replenish Lake Tahoe, the Truckee River, our upstream reserves, and our ground water — giving us the water we need for the summer months.

But this is nowhere near a normal year.

Here's where you can help. By reducing your water use by at least 10%, we will not only meet this challenge, we'll save over 1.6 *billion* gallons of our drought reserves, preparing us for whatever Mother Nature brings our way next year.

**In a drought like this, it's the least you can do.**



**For ten ways to save 10%  
visit [tmwa.com/save](http://tmwa.com/save)**

## **TMWA customers are being asked to reduce their water use by *at least 10%*.**

### **Does this apply to all customers?**

Yes. We are asking for at least 10% reduction in water use from all of our customers – homes, businesses, homeowners associations, apartments, etc. We are all in this together.

### **Why *at least 10%*?**

The seriousness of the drought means everyone needs to find ways to conserve. Many of our customers have always been diligent about responsible water use and are already doing their part. Other customers may be able to cut even more than 10%.

### **Should we focus on outdoor watering?**

Yes. The average customer's water use is approximately four times higher in the summer, due to outdoor water use.

### **What are the best times for lawn watering?**

The best times to water your lawn are late at night or early in the morning when the ground and air temperatures are cool.

### **When are no-watering times in effect?**

The no-watering times will be from 11 a.m. - 7 p.m. through Labor Day, Sept 7. In the Truckee Meadows, this time of the day is typically the hottest and windiest when more water is lost to evaporation.

### **Why don't we go back to Twice-a-Week Watering to save water?**

Research has shown that three-day-a-week watering has resulted in less water use system wide. Most customers were overwatering when on a two-day schedule as there was a bigger time gap between watering days.

### **Can the water we conserve every day be used for growth - to build more houses or businesses?**

The answer is no. Some people mistakenly believe that when our customers use less water through conservation, the water saved is used for growth. That is not what happens. Unused water is retained in our drought reserves or is released to benefit river system health. TMWA does not resell conserved water to serve new houses or businesses.

**For a complete set of FAQs, go to:  
[tmwa.com/conservation/drought-faqs-2015](http://tmwa.com/conservation/drought-faqs-2015)**



www.tmwa.com

# Reduce your water use **by at least** **10%**

Our community's drought reserves are now being used to supply water to you. So, any water saved now can be stored upstream in reservoirs to use next year, should we need it. As high-desert residents, we know that's smart insurance to have.

**In a drought like this, it's the least you can do.**

**Learn 10 Easy Ways to Save 10% at [tmwa.com/save](http://tmwa.com/save)**

30768-E-0041 JUNE



**STAFF REPORT – Web & Social Media**

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Robert Charpentier  
**DATE:** June 8, 2015  
**SUBJECT:** Web & Social Media Overview for YTD 2015

**Web & Social Media Overview – YTD 2015**

**Highlights**

- **Website Overview – YTD 2015:** Visitor numbers have increased 31% over the same period last year. Pageviews jumped 37% from 197,275 to 270,801 in the first five months of the year.
- **Launch of tmwa.com/save** On May 26, TMWA launched tmwa.com/save, a microsite dedicated to providing customers with tips on how they can reduce their household water use by at least 10%. Visiting tmwa.com/save serves as the call-to-action for much of our drought campaign
- **Mobile Use Continues to Outpace Desktop:** Visitor numbers increased for desktop (21%), and tablet access (42%) but mobile phone use far outpaced both with an increase of 73% over 2014.
- **Social Media Engagement Growth:** TMWA’s Facebook and Twitter followers have increased by 228% and 21% respectively since May of 2014.

**tmwa.com — Website Traffic Review – YTD 2015**

User traffic to the tmwa.com website in the first five months of the calendar year has grown 28%, from 85,106 visitors in 2014 to 109,062 in 2015. The numbers indicate a drop off in consolidation-related traffic and an increase in drought-related visits. Jan/May 2015 saw 32% more pageviews than the same period in 2014. The average visit duration was well under two minutes, with the majority of visitors focused on employment, payment options, contact information, and the Assigned-Day Watering page.

<u>Year</u>	<u>Visitors</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg. Visit Duration</u>	<u>Bounce Rate</u>
2014 .....	85,106.....	47.9% .....	52.1% .....	1.65.....	1:44 min .....	29.02%
2015 .....	109,062.....	48.4% .....	51.6% .....	1.66.....	1:30 min .....	29.10%

**Top Content (YTD 2015)**

The most visited pages on tmwa.com (listed below) are similar what we have seen in the past. After the homepage—our most visited page—traffic went mostly to our employment, residential payment, and “contact us” pages.

<b>Rank</b>	<b>Page</b>	<b>Pageviews</b>	<b>Change</b>
1	Homepage	142,396	+30%
2	Employment	22,700	+3%
3	Residential/Payment Options	20,861	+18%
4	Contact Us	10,138	-19%
5	Assigned-Day Watering	8,838	+76%

**Growth by Platform 2015 vs. 2014:**

Desktop Users	+21%
Mobile Phone	+73%
Tablet Use	+42%

**Traffic to tmwa.com is coming from the following sources (YTD 2015):**

	<b>200,086</b> % of Total: 100.00% (200,086)
1. (direct) / (none)	<b>85,732 (42.85%)</b>
2. google / organic	<b>67,223 (33.60%)</b>
3. yahoo / organic	<b>10,851 (5.42%)</b>
4. bing / organic	<b>10,024 (5.01%)</b>
5. reno.gov / referral	<b>6,513 (3.26%)</b>
6. tmwa.com / referral	<b>5,628 (2.81%)</b>
7. indeed.com / referral	<b>2,807 (1.40%)</b>
8. jobs.tmwa.com / referral	<b>1,338 (0.67%)</b>
9. 4webmasters.org / referral	<b>759 (0.38%)</b>
10. aol / organic	<b>502 (0.25%)</b>

## TMWA Social Media



Currently TMWA has **1160 Twitter followers** and **1066 Facebook fans**. There is a current Twitter feed on the *tmwa.com* homepage that is updated daily to reflect current topics.

**TMWA's YouTube Channel:** <http://www.youtube.com/user/truckeemeadowswater>



TMWA videos are intended to provide tips for addressing issues they may face with their water supply, as well as give customers a window into TMWA's everyday operations, showing everything from infrastructure improvements to water-main repairs. In June, 2015 we introduced our newest video, "A Day in the Life of a Water Conservation Consultant." The objective of this video is to inform our customers of the positive role our Conservation Consultants play in helping our community reach its conservation goals.

### "About TMWA" Videos:

- [A Day in the Life of a Water Conservation Consultant](#)
- [TMWA Takes it Personally](#)

### "TMWA How-to" videos:

- [Household Winterization – Get Ready for the Cold](#)
- [How to Reduce Your Water Use 10%](#)
- [Spring Sprinkler System Start-Up](#)
- [How to Shut off Your Home's Water in an Emergency](#)
- [How to Use Your Water Meter to Determine if you have a Leak](#)
- [How to Test for and Fix a Leaky Toilet Flapper](#)
- [How to Make an Online Bill Payment from Your Checking Account](#)

### "TMWA at Work" videos:

- [Stead Water Tank Rehabilitation](#)
- [Partnership For Safe Water Award](#)
- [Idlewild Pump Station Improvements](#)
- [Steamboat Spillway, Flume Repair](#)
- [Fleish 'Railcar Bridge](#)
- [Water Main Repair on Haskell St.](#)
- [Highland Canal Improvement Project](#)
- [Ice Fighting](#)

TMWA also manages the following informational websites:

- [www.communityforestry.org](http://www.communityforestry.org)
- [www.howdoyousave.org](http://www.howdoyousave.org)
- [www.tmwastorage.com](http://www.tmwastorage.com)
- [www.tmwaacademy.com](http://www.tmwaacademy.com)
- [www.tmwandscapeguide.com](http://www.tmwandscapeguide.com)
- [www.truckeeriverfund.org](http://www.truckeeriverfund.org)



**STAFF REPORT**

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** John Erwin, Dir Natural Resources  
**DATE:** 1 June 2015  
**SUBJECT:** Report Water Resource and Annexation Activity

**RULE 7**

Rule 7 water resource purchases and will-serve commitment sales against purchased water resources through this reporting period:

Beginning Balance		7,433.72 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	- 21.60 AF	
Adjustment	0.00 AF	
Ending Balance		7,412.12 AF
Price per acre foot at report date:		\$7,500

**WATER SERVICE AREA ANNEXATIONS**

See attached map for recent annexation to the water service area in Spanish Springs for future residential development.

